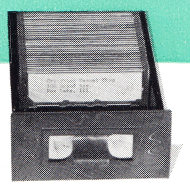
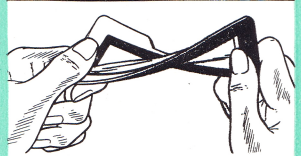
A few of the many reasons for changing from metal address plates to typewriter-stenciled Elliott File Address Cards are shown on this page.

WEIGHT



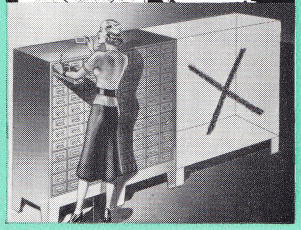
Elliott Address Cards	Metal Address Plates
Size of Filing Drawer	
2¼″ x 4½″ x 19″	2¼″ x 4½″ x 19″
How many address plates will each filing tray hold?	
350	175
Weight of filing tray when filled with address cards	
3 lbs. 10 oz.	11 lbs.
For a list of 175,000 addresses, filing trays needed	
500	1,000
For each addressing, the necessary operator's trips from files to addressing machine and back	
167 trips (carrying 3 filing drawers or 11 lbs. per trip)	1,000 trips (carrying one 11-pound filing drawer per trip)
Total Weight Carried	
500 drawers at 3 lbs. 10 oz. each: 1,812 lbs.	1,000 drawers at 11 lbs. each: 11,000 lbs.

Elliott changed mechanical addressing departments from the noisiest departments in business to one of the quietest in modern offices.

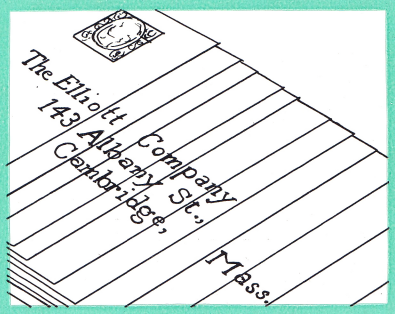


By using flexible Plastikote address cards instead of metal address plates, Elliott eliminated the jamming of address plates in the track of an addressing machine.

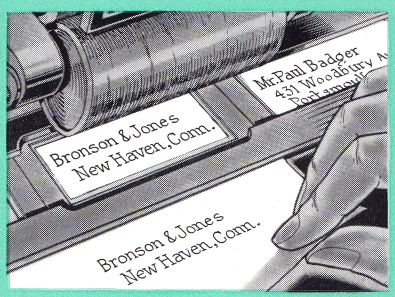
By substituting high-speed typewriters for comparatively slow address embossing machines, Elliott cut the cost of embossing addresses into address plates.



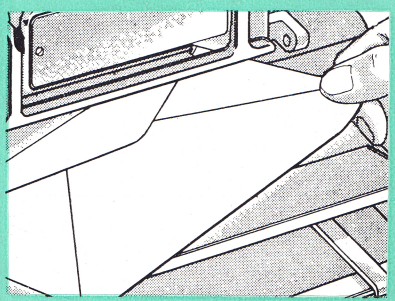
Because Elliott address cards have no ridges to keep them slightly apart from each other in the files, about twice as many Elliott address cards can be filed per square foot or cubic foot.



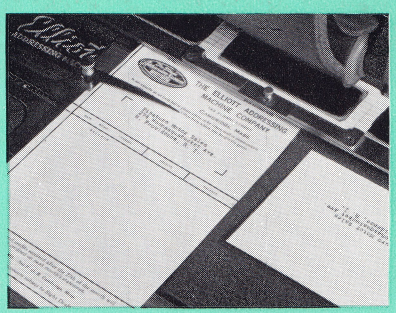
Uneven surfaces do not spoil an Elliott address. To prove this, we print a perfect Elliott address across the edges of a pile of fanned-out envelopes.



All forms are inserted and removed from Elliott addressing machine face up.

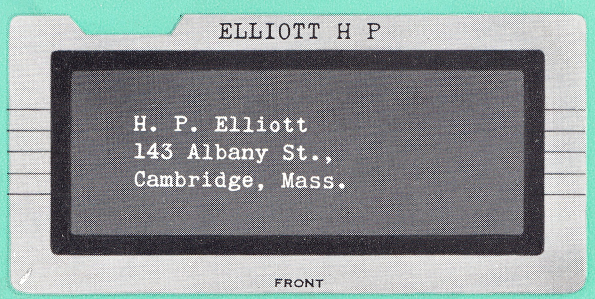


All forms are removed from metal plate addressing machines face down, with addresses invisible to the operator.



CONVENIENT FORM FEEDING

Elliott addressing machines will run the address cards either end foremost, so forms that must be addressed near the *top* may be inserted *top* edge forward, while forms that must be addressed near the *bottom* may be inserted *bottom* edge forward.



Elliott address cards print addresses with the surname last, but on the top frame the name is typed with the surname first to speed up filing. (This is impossible with metal address plates.)

Profit: The many thousands of businessmen who have discarded metal address plates and installed Elliott addressing equipment say that *every year* their savings in labor and material have amounted to at least 25% of the cost of making the change.

The Elliott System . . . *before and after*

These photographs were made in the office of Litt-Chinitz, Inc. at 85 Fifth Avenue, New York City. The top photograph was taken just before discarding Metal Address Plates. The bottom photograph was taken after the Elliott Addressing Equipment was installed.

The same office BEFORE and AFTER changing from metal address plates to Elliott Addressing Equipment.

ELLIOTT ADDRESSING MACHINE CO. *Main Office:* Cambridge 39, Mass., U. S. A.
Offices in All Principal Cities

L. S.-G100

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